

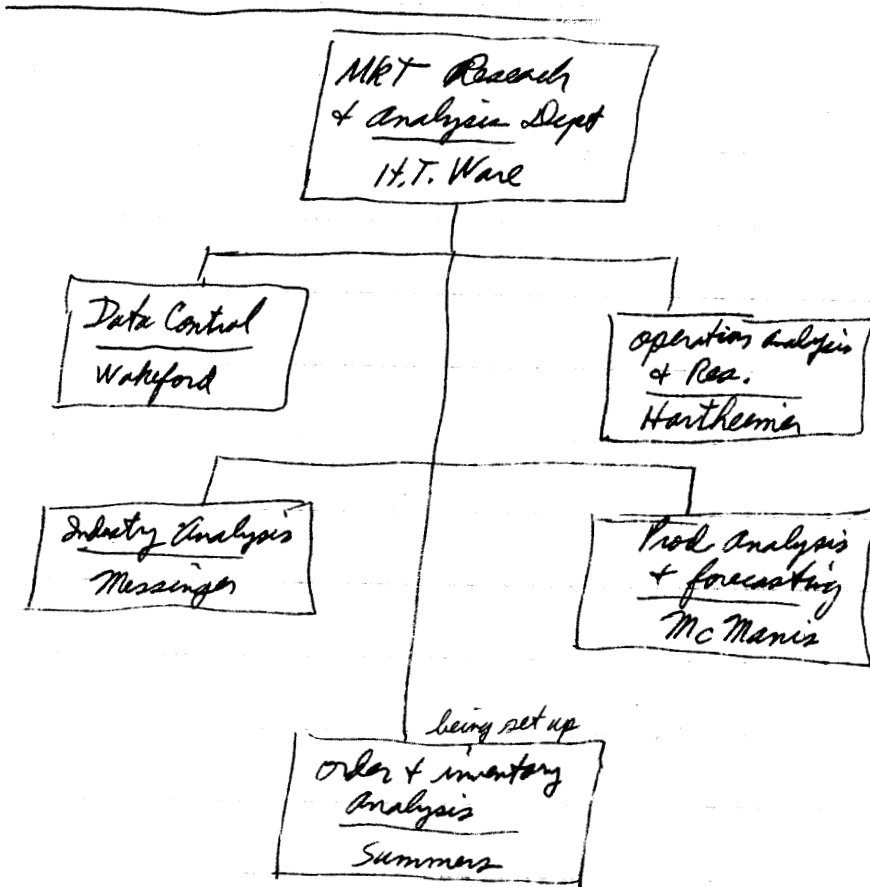
P.P. Dept Meeting Nov 17, 1958

Market research: organization & responsibilities

Frank MacManis

Harvey Goodman

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Data Control: - competitive activity library. - all publishing & reports.  
(13 people)  
6 technical  
- answer requests from field not requiring large study.  
- "flushes", & competitive developments, & mkt. operations book analysis of installed equipment

Op. analysis & research - major research projects, new techniques, special studies.  
1 account  
(eg. "Rent vs buy" decision. (formulas for rates of returns vs taxes, insurance, etc. for STRECLA  
quota-setting study. sales effort study, extra shift study.

Industry Analysis: study by industrial classification  
 (7 people) eg. study on total potential for business machines:  
 - small business area study - Series 50, etc.  
 - analog to digital converters, "physiological" converts

Order & Inventory: - study present product line - for guiding manufacturing -  
 (4 people) - predict installation + retirement schedules.  
 - machine life study.

Prod. Analysis & Forecasting: - planned products effect on present products.  
 (10 people) - forecasts of sales, etc.  
 - use of components by year  
 - customer acceptance,

Large scale studies: J.P. McDermott  
 Cal. Holstine project coordinator (Poughkeepsie projects)

Forecasting Procedure:

- request comes in - assigned to coordinator
- assign priority of request - scope, etc. review source material, set up time scale. work out details of request with models, opinions, statistics, outside survey groups.

705 TX Study - Hummel  
 extra shift usage, etc.

economic life study:

Need: { job cost analysis  
 new applications description

Problems  
 Problems  
 Problems  
 problems  
 problems